

Message Text

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PAGE 01 STATE 228554

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TO AMEMBASSY KUWAIT

INFO AMEMBASSY ABU DHABI

AMEMBASSY MANAMA

AMEMBASSY MUSCAT

AMEMBASSY JIDDA

AMCONSUL DHAHRAN

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KUWAIT PASS DOHA

E.O. 11652: N/A

TAGS: BEXP, KU

SUBJECT: AMERICAN EFFORTS TO COMPETE FOR SUPPLY OF CEMENT
TO GULF

REF: KUWAIT 4006; STATE 208064 AND 208993

1. COMMERCE DEPARTMENT APPROACHED BY REPS OF THREE GROUPS
EACH SEEKING OVERCOME PRICE DISADVANTAGE NOTED BY AMEMBASSY
KUWAIT IN SUPPLYING CEMENT. COMMON CHARACTERISTICS ARE:
(A) ALL PLANNING PROJECTS TO ESTABLISH BULK CEMENT HANDLING
FACILITIES IN THE GULF; (B) ALL RESPONSIBLE AMERICAN FIRMS;
(C) ALL HAVE PHONED OR PLAN TO PHONE OFFERS TO MADDOO, GOK
UNDERSECRETARY IN CHARGE OF CEMENT PROCUREMENT.

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PAGE 02 STATE 228554

GROUPS ARE:

MARQUETTE CEMENT CO. FIFTH LARGEST U.S. PRODUCER HOPES TO SUPPLY 200,000 TONS OF CEMENT A YEAR FROM ITS HUDSON RIVER PLANT. THEIR WASHINGTON AGENT, J. HARADA, IS EXPLORING POSSIBILITY OF ESTABLISHING A \$2-3 MILLION BULK HANDLING FACILITY IN QATAR OR BAHRAIN TO BECOME COMPETITIVE.

EAST-WEST GROUP, PRINCETON, NEW JERSEY
THIS GROUP ENGAGED IN CEMENT PROCUREMENT EFFORT LARGELY AS BY-PRODUCT ITS EFFORTS TO ESTABLISH U.S. JOINT VENTURES IN THE NEAR EAST. IT HAS BEEN UNSUCCESSFUL SO FAR IN CONCLUDING A \$2 MILLION CEMENT PURCHASE FOR GOVERNMENT OF BAHRAIN FROM PHILIPPINES. EAST-WEST GROUP NOW PURSUING PROJECT WITH LEADING CEMENT EQUIPMENT MANUFACTURER TO ESTABLISH BULK FACILITY SOMEWHERE IN GULF TO HANDLE U.S. AND OFF-SHORE CEMENT.

MULTICON-TELECONSULT GROUP - THESE EXPERIENCED U.S. COMPANIES IN NEAR EAST (MULTICON WITH PREFABRICATED HOUSING TECHNOLOGY AGREEMENT IN KUWAIT AND TELECONSULT WITH CONSULTANCY CONTRACT IN OMAN) HAVE BECOME INTERESTED IN SUPPLYING CEMENT AS MEANS OF FURTHERING THEIR CONSTRUCTION TECHNIQUE/COMMUNICATIONS CONSULTANCY WORK IN NEAR EAST. THEY CLAIM TO HAVE OFFER OF 2 MILLION TONS OF CEMENT FROM CANADIAN SOURCES AND SAY THEY ARE NEGOTIATING A CONTRACT TO CONSTRUCT TWO CEMENT SILOS IN SHARJAH TO HANDLE BULK SHIPMENTS.

ACTION REQUESTED
IN VIEW OF POTENTIAL IMPORTANCE OF THIS BUSINESS FOR U.S. SUPPLIERS AND/OR INTERMEDIARIES, WOULD APPRECIATE EMBASSY KUWAIT REPORTING OF MADDOO REACTION TO THESE OVERTURES. OTHER ADDRESSEE POSTS INVITED TO COMMENT ON MARKET POSSIBILITY FOR U.S. CEMENT IF BULK FACILITY ESTABLISHED BY U.S. GROUP IN THEIR COUNTRY. KISSINGER

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